

ABSTRACT OF THE INVENTION

A system and method offers a user a fast and efficient way to progressively expand a search for providers of a specified search object, such as a desired good, service, or information, while maintaining a desired link to a beneficiary group including a particular geographic community, community of interest, or user-preferred class of providers. More specifically, the user inputs a desired search object and specifies, and thereby associates with, at least one of such beneficiary groups, such as a local church for example. The system and method then affords the user an arrangement, such as a synergistic concentric circle arrangement for example, for searching for a provider associated with a user-specified beneficiary group or groups. Thus, a user may conduct a targeted search for a specified search object from providers associated with a similarly specified beneficiary group, such as the local church for example. The search or beneficiary group can thereafter be expanded by the user, until the user selects a provider of the user-specified good, service, or information, associated with the user-specified beneficiary group(s).